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FACT SHEET

Communication for Behavior Change: Expanding Access to Private Sector Health Products and Services in Afghanistan (COMPRI-A)

OVERVIEW

The COMPRI-A project uses social marketing and behavior change communication to increase demand for, access to, and use of health products by women of reproductive age and children under five. Using print and broadcast media, personal community outreach, and training, the project educates the public about good health practices and promotes healthy behavior. USAID also works through the private health sector in Afghanistan to increase access to healthcare products, with a particular focus on rural and underserved areas of the country.

ACTIVITIES

- **Behavior change communication** – Provides educational messages about maternal and child health through the media and community outreach to encourage healthy behavior.
- **Product sales and distribution** – Supplies affordable health products through the private sector. Current products include condoms, oral and injectable contraceptives, water purification solutions, and oral rehydration salts (ORS).
- **Training and community outreach** – Provides training and community outreach programs on birth spacing and maternal and child health to doctors, pharmacists, midwives, religious leaders, community *shuras* (councils), women's groups, and school teachers.
- **Certification of private health providers** – Improves the delivery of quality health products and services through training private sector healthcare providers, in collaboration with the Ministry of Public Health (MoPH).
- **Research, monitoring, and evaluation** – Conducts studies used in marketing strategy development, target audience identification, market share monitoring, and gauging public acceptance of health products and messages produced by the project.
- **Policy and advocacy** – Stimulates private health sector distribution networks and creates an improved policy environment for delivery of quality health products and services.
- **HIV/AIDS Coordinating Committee of Afghanistan (HAACA)** – Supports the National AIDS Control Program by creating the HACCA Secretariat to coordinate donor and stakeholder activities throughout the country.

RESULTS

- Sold 32,682,273 health products throughout the country, expanding access to quality health products in remote areas.
- Trained 28,002 individuals on birth spacing, water purification, and the use of oral rehydration salts.
- Established the Office of Private Sector Coordination within the Ministry of Public Health to facilitate effective communication between the government and the private health sector and to initiate public-private partnerships.
- Sponsored 255,552 health messages through print, broadcast, and other media to encourage good health practices, reaching approximately 12,466,000 Afghans nationwide.